Key Activities (SWOT Analysis)

Vision/purpose of the business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

a) People/Customer relations

b) Product and/or services you supply

c) Promotions/customer segments

d) Price

e) Place

f) Resources

|  |  |
| --- | --- |
| STRENGTHS | WEAKNESSES |
|  |  |

|  |  |
| --- | --- |
| **Competency development**  | RATE YOUR ANSWER FROM 1 -101 - STRONGLY DISAGREE10 – STRONGLY AGREE |
| I have all the competencies I need to be successful.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I know exactly what it means to be an entrepreneur.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I am good at networking; I am able to build a functioning network of business contacts.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| Entrepreneurship is in my DNA; I am highly motivated to be an entrepreneur.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My business gives me a solid foundation for the future.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I enjoy learning new things and constantly improving my business.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I know exactly what my competitive advantage is and I use it in business.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I can manage stress and have a good work/life balance.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |

|  |  |
| --- | --- |
| **Marketing** | RATE YOUR ANSWER FROM 1 -101 - STRONGLY DISAGREE10 – STRONGLY AGREE |
| I have a detailed marketing plan for the next one to two years.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I know exactly which marketing tools are the most effective in my industry.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My product/service is well established in the market.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I know my customers and their needs and wishes.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I know how to measure the effectiveness of my marketing activities.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| The pricing of my product/service is effective – it works for both clients and myself.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My advertising is eye-catching and different from the competition.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I enjoy marketing – it is something I am good at.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |

|  |  |
| --- | --- |
| **Sales and customer care** | RATE YOUR ANSWER FROM 1 -101 - STRONGLY DISAGREE10 – STRONGLY AGREE |
| My business goals are ambitious but realistic.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I have sales criteria and tools to measure business success.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| All my services/products are profitable and successful.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I am good at sales or I have people who are great salespeople.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I am well aware of competitors’ sales strategies and overall sales performance.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I am often acknowledged for excellent customer service.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I have many returning customers and do not struggle to keep them.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| There is good potential to increase sales in my business area.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |

|  |  |
| --- | --- |
| **Finance and administration** | RATE YOUR ANSWER FROM 1 -101 - STRONGLY DISAGREE10 – STRONGLY AGREE |
| I have a financial plan and I know where I want to be in two years.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My business shows positive financial results and I know why.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I haven’t had major financial problems in the last two years.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I have a perfect overview of all my costs and investments.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My investments have a good rate of return.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My clients pay on time and there are no problems with collecting money.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My financial management is effective; no improvement is needed.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I am able to meet all my financial commitments without difficulty.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |

|  |  |
| --- | --- |
| **Human Resources** | RATE YOUR ANSWER FROM 1 -101 - STRONGLY DISAGREE10 – STRONGLY AGREE |
| I understand labour legislation and act according to it.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I have carefully selected and effective co- workers and/or partners.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| The remuneration system I use is very competitive.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| My employees/partners are loyal and we have been working together for a long time.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| We are all growing and developing together to improve our service.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| The personal relationships with people involved in my business are great.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I do not have a problem finding good people if I need them.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |
| I believe people are valuable resources and really add value.  | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10  |